

Weston-super-Mare Town Council



TOWN COUNCIL STRATEGY 2016-20

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Weston-super-Mare Town Councillors 2015 - 2019

COUNCILLOR	PARTY	WARD
ARMSTRONG, RAYMOND	LIBERAL DEMOCRAT	HILLSIDE
BAILEY, ROGER	CONSERVATIVE	UPHILL
CANNIFORD, MARK	LIBERAL DEMOCRAT	HILLSIDE
CLAYTON, JAMES	LABOUR	BOURNVILLE
CLELAND, ROBERT	CONSERVATIVE	MID WORLE
CODLING, SARAH	CONSERVATIVE	WINTERSTOKE
CREW, PETER	CONSERVATIVE	SOUTH WORLE
CROCKFORD-HAWLEY, JOHN	LIBERAL DEMOCRAT	HILLSIDE
DARKE, CLIVE	CONSERVATIVE	WORLEBURY
DAVIS, JAMES	CONSERVATIVE	SOUTH WORLE
FOX, PETER	CONSERVATIVE	UPHILL
GIBBONS, CATHERINE	LABOUR	BOURNVILLE
HITCHINS, DAVID	CONSERVATIVE	SOUTH WORLE
HOLDER, JOCELYN	CONSERVATIVE	CENTRAL
HOLLOWAY, JAN	CONSERVATIVE	NORTH WORLE
KANE, STEVEN	CONSERVATIVE	WINTERSTOKE
KUS, MICHAL	CONSERVATIVE	SOUTH WORLE
LYALL, MICHAEL	LABOUR	MILTON
MEAD, DEREK	INDEPENDENT	NORTH WORLE
NIGHTINGALE, RICHARD	CONSERVATIVE	CENTRAL
PARSONS, FREDERICK	CONSERVATIVE	NORTH WORLE
PAYNE, ROBERT	LIBERAL DEMOCRAT	CENTRAL
PEAK, ALAN	LABOUR	BOURNVILLE
PILGRIM, LISA	CONSERVATIVE	WORLEBURY
PORTER, IAN	CONSERVATIVE	WORLEBURY
PURNELL, LEN	CONSERVATIVE	WINTERSTOKE
SPENCER-JOHNS, ANITA	UKIP	MID WORLE
TUCKER, RICHARD	LABOUR	MILTON
WEBB, CLIVE	CONSERVATIVE	UPHILL
WILLIAMS, MARTIN	CONSERVATIVE	MILTON
WILLIS, ROZ	CONSERVATIVE	MILTON



Weston-super-Mare Town Council

TOWN COUNCIL STRATEGY 2016-20

1. VISION

- 1.1. The Town Council will, working with other authorities and organisations, provide, invest in and improve services and facilities for residents and visitors in order to support and improve the economic and social wellbeing of the town.

2. CORE VALUES

- 2.1. Weston-super-Mare Town Council will endeavour to:

- Deliver services to the highest quality in terms of efficiency, effectiveness and value for money.
- Conduct business openly and democratically consulting widely with parishioners and interested parties.
- Comply with its Code of Conduct and the Nolan Principles in public life.
- Obtain from contractors and partners the best possible service value whether from statutory bodies or sub-contracted services.
- Consult with local people regarding the provision of new services and facilities.

- 2.2. Act in the best interests of local people in making representations to:

- North Somerset Council.
- Outside Agencies.
- Central Government.
- Other appropriate private or public sector groups.

- 2.3. Operate to the letter and in the spirit of the Equality Act 2010 and in the exercise of all its functions, have due regard to the need to:

- Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act;

- Advance equality of opportunity between persons who share a relevant 'protected characteristic' and persons who do not share it;
- Foster good relations between persons who share a relevant 'protected characteristic' and persons who do not share it.

3. EFFICIENCY AND VALUE FOR MONEY

3.1. In order to ensure value for money is achieved from expenditure:

- The Town Council will keep all Town Council services under review.
- The Town Council will compare its services with similar organisations.
- Services and facilities will be provided by the most efficient and effective methods.
- Public buildings within Weston-super-Mare will be assessed under the Localism Act to ascertain which authority or body should manage them to the best advantage of the ratepayer.

4. POLICY AND PROCEDURE

4.1. The Town Council will:

- Regularly review Standing Orders and Financial Regulations.
- Keep its staffing structure under review to meet business needs.
- Work to an appropriate complaints procedure for use by the public.
- Work to and regularly review an appropriate Health and Safety Policy that complies with the relevant legislation.
- Preference will be given to procurement of goods and services from locally based suppliers subject to best value principles.

4.2. The Town Council will endeavour at all times to enhance the economic wellbeing of the town and its inhabitants and to support the local economy.

4.3. The Town Council will work to the letter and in the spirit of the Freedom of Information Act and conduct business in public, except where there are genuine reasons where confidentiality is in the public interest.

4.4. The Town Council will consult with residents and businesses in the town on its services.

4.5. The Town Council will aim to feed into strategies prepared by North Somerset Council and other partner organisations.

4.6. The Town Council will seek to establish positive partnerships with public, private and voluntary bodies to provide the best outcomes for the town.

5. RESOURCES

5.1. The Town Council will:

- Seek, subject to agreed budgets, to maximise income derived from all sources.
- Annually review its precept and adjust according to the town's needs.
- Prepare its accounts to comply with the 1996 Accounts and Audit Regulations in accordance with Chartered Institute of Public Finance and Accountancy (CIPFA) guidance and advice from the external auditor.
- Regularly review public liability and indemnity insurance values.
- Ensure best value is obtained from contracts.

5.2. The Town Council will aim to maintain three months of financial reserves as recommended by the Audit Commission. In the event that reserves are required for a compelling reason the Town Council will replenish those reserves in subsequent years.

5.3. The Town Council recognises that excellent staff are its greatest asset and will endeavour to attract and retain staff of a high calibre.

5.4. The Town Council is committed to only putting in place facilities which it can afford to maintain. A percentage of revenue funding will be placed in the budget each year for planned maintenance of Town Council premises and facilities.

6. GRANTS

6.1. The Town Council will, subject to budget being available, support local voluntary organisations where deemed appropriate via the grant system.

6.2. Grant application forms will be made continually available throughout the year with decisions normally made at the appropriate Community Services Committee meetings.

6.3. Applications from organisations requiring financial assistance over £1,000 will be considered at the Policy and Finance Committee.

6.4. The Town Council will seek to raise public awareness of the availability of grants.

7. HUMAN RESOURCES

7.1. The Town Council will be a good employer and all employees of the Town Council are entitled to:

- Equal Opportunities.
- A Contract of Employment and Job Description, each subject to terms and conditions as determined by current employment legislation.
- Training and development within staff development plans to meet business requirements.
- Recognition in respect of staff pay and grades under the Local Government terms and conditions.
- The Town Council will maintain an Employee Handbook which will be provided to each employee clearly setting out terms and conditions of employment.
- Maintain grievance and disciplinary procedures.

7.2. The Town Council will work to the letter and in the spirit of equality and health and safety legislation. It will strive to ensure good safety practices at all its locations.

8. OPENNESS AND COMMUNICATION

8.1. The Town Council will:

- Encourage public participation and make known the availability of a public speaking session prior to all Town Council and committee meetings.
- Hold an Annual Town Meeting in April / May each year enabling an open forum for residents to voice any concerns or raise any subject affecting Weston-super-Mare.
- Encourage community organisations to participate in an exhibition prior to the Annual Town Meeting and to give an opportunity to report at the meeting.
- Use all appropriate means including an annual report / newsletter, website and noticeboards to inform residents of the Town Council's activities.
- Ensure openness and consultation on any significant issues affecting the social or economic wellbeing of its inhabitants.

9. PROVISION OF COMMUNITY FACILITIES

9.1. Allotments

9.2. The Town Council will maintain allotments in Weston-super-Mare in partnership with the Allotments Club, seeking to meet statutory obligations to provide additional allotments where needed.

9.3. Bus Shelters

9.4. The Town Council will maintain and improve bus shelters in locations where they have previously been installed.

9.5. Dog Waste Bins

9.6. While not the authority responsible for their provision, the Town Council will keep under review the provision of dog waste bins across the town prioritising play areas operated by the Town Council for future provision.

9.7. Milton Road Cemetery

9.8. The Town Council will continue to maintain and improve the facilities at Milton Road Cemetery as a heritage site, a wildlife and environmental amenity, and as a working cemetery for burials and the interment of cremated remains.

9.9. Notice Boards

9.10. The Town Council will maintain and provide new community notice boards in key locations throughout the town as a means for publicising Town Council and community facilities and activities. Existing locations will be kept under review.

9.11. Play Areas and Recreation Grounds

9.12. The Town Council will maintain to a high standard existing play areas and seek to manage new play areas developed under planning agreements. A programme of replacement of equipment will be developed to ensure play areas are updated to meet community needs.

9.13. The Town Council will seek to acquire recreation grounds, which were historically funded by Weston-super-Mare ratepayers under special expenses charged by North Somerset Council. The Town Council believes that the facilities can be maintained with an improved service at a local level. Once transfer of land is resolved, the Town Council will work in partnership with

sports clubs and other community organisations to meet the needs of local people.

9.14. Water Park

9.15. The Town Council will continue to maintain and develop the Water Park to meet the needs of residents and attract tourist visitors to the town, to include improved refreshment and changing facilities.

9.16. Parks

9.17. The Town Council currently owns and maintains Ellenborough Park East and Millennium Green. The Town Council will seek to develop the amenities and facilities in these parks and also in Grove, Clarence and Ashcombe parks which are currently owned by North Somerset Council.

9.18. The Town Council believes that the facilities can be maintained at an improved service at a local level and aims in the longer term to acquire Grove, Clarence and Ashcombe parks and other essential parks and open spaces.

9.19. Website

9.20. The Town Council will maintain its website www.wsm-tc.gov.uk. It will encourage the free exchange of information online.

9.21. Skateboard Park

9.22. The Town Council will seek grant aid to renew and improve the Skateboard Park at Hutton Moor Leisure Centre or another suitable location.

9.23. Weston-In-Bloom

9.24. The Town Council will continue to support and work with Weston-In-Bloom.

10. LAW AND ORDER

10.1. The Town Council supports and will work with the Community Response Team set up by North Somerset Council. The Town Council will also work closely with the police, resident groups, the business community and other bodies to improve community safety throughout the town (Crime and Disorder Act s.17).

10.2. The Town Council will support and seek to control the extent and location of CCTV coverage which meets the needs of the town.

11. HERITAGE, ARTS AND CULTURE

11.1. The Town Council will seek to protect the heritage assets of the town including the Museum and the Winter Gardens together with Victorian, Art Deco and other heritage buildings.

11.2. The Town Council will continue to support and encourage the provision of facilities for arts and culture in the town.

11.3. The Town Council will aim to build on the legacy of the Banksy exhibition to develop Weston-super-Mare as a cultural and artistic destination for residents and visitors.

11.4. The Blakehay Theatre

11.5. The Blakehay Theatre is owned by the Town Council and has been refurbished to provide modern facilities for the performing and visual arts and community activities within the town.

11.6. The Town Council aims to further invest in the theatre and in particular to investigate the potential to further improve the bar facilities.

11.7. The Town Council will develop and further promote the management and marketing of the Blakehay Theatre so that it becomes a recognised venue for regular drama, comedy, musical and other productions of performing arts.

11.8. Weston-super-Mare Museum

11.9. The Town Council has been awarded a Heritage Lottery Fund grant to refurbish and improve the Museum buildings and displays.

11.10. Weston Museum celebrates the human history and natural environment of Weston-super-Mare and its surrounding areas using the distinctive historic building that houses the museum and the diverse museum collection of North Somerset Council. Through inspiration, learning and enjoyment, we will help the local community and its visitors to understand the past and ask questions about the present and the future. The Town Council will also develop the museum as an arts and cultural facility and maintain it as a tourist attraction for the benefit of the local community and visitors to the Town.

11.11. Christmas Lights

11.12. The Town Council will procure a display of Christmas lights in the town, in co-operation with other interested bodies, to assist the economic health of the town centre and appropriate areas.

12. PLANNING

12.1. The Town Council will fully consider local opinion when presenting recommendations to North Somerset Council regarding planning and transport applications and consultations. Key considerations when responding to planning consultations will normally include:

- To encourage local shopping parades to become vibrant retail areas.
- To encourage the licensing of all houses of multiple occupancy.
- To oppose additional drug and alcohol rehabilitation centres.
- To request that, when a tree is felled, a replacement is planted.
- To support the redevelopment of tourism and seafront related sites and the creation of a beautiful promenade with a distinctive identity along the seafront.
- To support any improvement to the visual impact of access routes into town.

12.2. Consideration should be given to installing a park and ride service from the A370/A371.

12.3. The Town Council will aim to develop a neighbourhood plan under the Localism Act 2010 for all or part of the town in order to support its strategic aims and objectives. The required resources will be provided to achieve this.

13. TOURISM AND ECONOMY

13.1. Destination Marketing

13.2. The Town Council will support the tourist industry in the town by all possible means in the interests of the economic health and vitality of the town.

13.3. The Town Council will maintain and further develop a comprehensive official tourism website listing all tourist related businesses in the town together with a brochure and other destination marketing initiatives.

13.4. The Town Council will seek to establish and operate a Tourist Information Centre on at least a seasonal basis.

13.5. Town Centre and Retail

- 13.6. The Town Council believes that the future of town centres is as leisure destinations and that town centre retail should be encouraged to focus on speciality shops and arty, edgy, elements. The Town Council will support regular markets on the town square, arty shops and fairtrade/environmentally friendly themes.
- 13.7. Working with local organisations, the Town Council will seek to support and encourage local people into the town centre and to more closely link town centre shopping with leisure and tourism.
- 13.8. The Town Council supports and will engage with the North Somerset Council vision for the town centre to develop Weston College into higher education, attract young professionals, and to bring the town centre upmarket.
- 13.9. The Town Council will also support local shopping parades in other parts of town but will oppose large scale out of town or edge of town retail developments.

14. CIVIC AND CEREMONIAL

- 14.1. The Town Council will maintain the civic traditions of the Mayoralty. The Town Mayor will chair meetings of the Town Council and act as the town's ceremonial head.
- 14.2. The Town Council will maintain and assist community organisations with the town twinning with Hildesheim.

15. YOUTH PROVISION

- 15.1. The Town Council will maintain, support and encourage a Youth Council to enable and encourage young people to take part in the democratic governance of the town.
- 15.2. The Town Council will continue to maintain the provision of a Youth Café for young people in suitable town centre premises.
- 15.3. The Town Council will work in partnership with the YMCA and others to support the provision of necessary youth services in the town.

16. ENVIRONMENT

- 16.1. The Town Council will minimize its own carbon footprint and meet the biodiversity duty of public authorities under the Natural Environment and Rural Communities Act 2006.



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